

Message Text

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PAGE 01 OSLO 02392 121529Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 121445Z JUN 75
FM AMEMBASSY OSLO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9879
USIA WASHDC

UNCLAS OSLO 2392

E.O. 11652: N/A
TAGS: BEXP, BTRA, NO
SUBJ: FOREIGN BUYER PROGRAM: PROPOSED FOOD PROCESSING/PACKAGING
TOUR, JANUARY '76.

REF: USDOC 8788 , OSLO 2239

1. APPRECIATE INFO IN USDOC 8799. EMBASSY TENTATIVELY
PLANNING TO COMBINE SERIES OF PLANT VISITS WITH VISIT TO
FOOD PROCESSING EXPO. IN ADDITION T SAN FRANCISCO AREA,
GROU WOULD PROCEED NORTH TO SEATTLE OR SOUTH TO LOS ANGES
DOR DEPARTURE FROM US.

2. PARTICIPANT TARGETS ARE FISH PROCESSORS, MEAT PROCESSORS,
FRUIT,BEGETABLE CANNERS, SNACK AND CONVENIENCE FOOD
MANUFACTURERS, AREAS OF PARTICULAR INTEREST WOULD BE NEW
DEVELOPMENTS INFISH PROCESSING (E.G., ITEM PAGE 19 MAY 26
ISSUE COMMERCE TODAY), PORTION AND QUALITY CONTROL, "READY-
TO-SERVE" PROCESSING/ PACKAGING FOR BOTH INDIVIDUAL AND
I NSTITUTIONAL COMSUMERS, NEW TRENDS IN SNACK FOODS (E.G.,
"STACK-PACK").

3. EMBASSY PLANNING PROMOTIONAL TOURS TO AREAS OF
CONCENTRATION OF FOOD PROCESSING INDUSTRY BEGINNING
EARLY AUGUST. CAN COMMERCE FURNISHED SUGGESTED "UNIVERSE"
OF PLANT VISITS GEARED TO INTERESTS OF TARGETED
PARTICIPANTS AND EITHER OF THE TWO PROPOSED ITINERARIES?
IN ADDITION TO PROCESSING PLANS, STATE AND FEDERAL
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PAGE 02 OSLO 02392 121529Z

LABORATORIES, INSPECTION PROCEDURES, AND WINERY TOUR

WOULD BE OF INTEREST. FINA INTINERARY WOULD BE FIRMED
UP LATE AUTUMN.

4. FYI: USIA "TOP" , "FBG", AND FOOD PROCESSING FILM
PACKAGES WILL BE EMPLOYED EXTENSIVELY IN EMBASSY
PROMOTIONAL EFFORTS.
BYRNE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OSLO02392
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750205-0519
From: OSLO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750657/aaaabz lz.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 USDOC 8788, 75 OSLO 2239
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 13 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 FEB 2003 by PhilliR0>; APPROVED <11 FEB 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: PROPOSED FOOD PROCESSING/PACKAGING TOUR, JANUARY '76.
TAGS: BEXP, BTRA, NO
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006